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ABSTRACT

For the Webster Avenue Family Resource Center (WAFRC) in Rochester (New York), growth and diversity marked 1989, with a total of 615 persons (up from 512 in 1988) from 273 families participating in over 12,000 hours of service. There was a related growth in space and staff. Diversity was enhanced through the following means: (1) development and implementation of a project for post-teen mothers; (2) a new approach to parent education through sessions on Thursday mornings; and (3) a community fashion show. Center programs include the following services: (1) parent education courses and workshops; (2) extended hours for parent education and child care; (3) parent and child social activities; (4) neighborhood outreach, often targeting single parents; (5) the Young Adult Mothers project for 18 to 25-year-olds; (6) volunteer programs to augment center staff; (8) job skills project; (9) an early childhood program of respite care once a week; (10) child care during center programs; (11) sexuality education in English and Spanish; and (12) program evaluation. Staffing and budget changes reflect the increased services that the WAFRC offers. Major challenges facing the WAFRC are transportation for program participants and more space for activities. A balance sheet for January 1, 1989 to December 1, 1989 is included. (SLD)

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WEBSTER AVENUE FAMILY RESOURCE CENTER

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ANNUAL REPORT - 1989

GROWTH and DIVERSITY were the key words in 1989.

- Growth in attendance and programming: with a total of 615 persons (up from 512 in 1988) participating in more than 12,000 hours of service.
- Growth in space: with the addition of the "annex", which serves as the Parents' Meeting Room.
- Growth in staff: with the addition of 3 positions primarily to staff the new YAMs project and to assist in funding.
- Diversity in Programming: through the development and implementation of a project for post-teen mothers; a new approach to parent education - the Thursday Series; and our first Fashion Show.

PROGRAM OVERVIEW:

All attendance objectives were met for the year. The Outreach effort grows in effectiveness, as shown through the increase in non-white participation. A major challenge has arisen: the need to provide transportation for those families without cars on a year-round basis.

PARENT EDUCATION courses and workshops directly relate to the parent-child relationship. They include new information from the instructor and the sharing of information by parents in small group settings. 77 persons attended either four-week courses or individual workshops. Courses included Siblings Without Rivalry, How to Talk so Kids Will Listen, Infant Massage, Parent as First Teacher, Conflict Resolution (a parent/child interaction), and Discipline. Individual sessions featured Parent/Child Separation, Sleeping and Bedtime, and Toileting Readiness.

In an attempt to increase program diversity to attract participant diversity and to move away from having 2 courses running simultaneously on Wednesday and Thursday mornings, we developed the Thursday Series. It consists of single sessions drawn from the following areas:

Morning for Moms: an informal session hosted by participants, primarily social but conversation may be focussed on a topic such as parent Support Services or an overview of upcoming classes.

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Woman to Woman: a person who, despite significant obstacles, has been successful in forming a business or finishing college or achieving some personal goal shares that experience.

Community Resources: staff from an agency or organization provides information on services that would benefit participants; for instance, kindergarten readiness; choosing a good preschool for your child; assistance in meeting heating bills.

Arts and Crafts: participants have made hand-formed pottery, leaf-print stationery, giant paper flowers, and hand-woven baskets.

EXTENDED HOURS FOR PARENTS WHO WORK OR ATTEND SCHOOL: 65 single parents attended evening courses and 61 children were provided child care. The courses included Self Esteem, Managing Family Life in the 90's, Working and Caring, Coping with Stress and Anger, Assertive Communication and Sexuality Education.

SOCIAL ACTIVITIES: 283 parents and children attended a variety of social activities. Monthly shared meals were scheduled at noon with parents and children attending together. Most of these were held in the child care room (having been stripped for action); but 3 took place in our own backyard. There was also a trip to the zoo with paper bag lunches and 3 Moms' breakfasts when the children were cared for separately, always a favorite with the parents.

Egg-Dyeing in the Spring, pumpkin carving in the Fall and the Christmas Party are annual interactive occasions where parents and children engage in mutually enjoyable activities. A very special Fathers' Night was held in June, with 12 father-child teams engaging in mural painting, building fanciful wooden constructions and listening, enthralled, to a story-teller.

OUTREACH: 8 teams of parents made a door-to-door canvass of the neighborhood. With 607 homes approached, information was left at 382; a family member was spoken to at 186. Of this number, 66 were our target population, 36 of whom were single parents. We also visited neighborhood WIC and surplus distribution sites and filled out an additional 71 questionnaires. Follow-up activities included:

The Home Visiting Project: 9 Center participants were trained and paid to visit 11 isolated families during two 6-week sessions. They showed parents how to make simple toys and engage children (6 months-5 years old) in interactive play.

Parent to Parent Project: 18 families received "welcome basket" visits to acquaint them with the Center. Visitors were nine participants who were trained and paid to work in teams for these visits.

The Outreach Worker has made hundreds of home visits and telephone calls to follow-up on our own outreach efforts and on referrals from WAFRC staff and community agencies. She was inssrumental in bringing (often literally by providing transportation) 18 hard-to-reach single parents into the Center since April.

THE YAMs PROJECT: Growing out of our outreach worker's contact with young, isolated mothers who expressed interest in attending Center activities but who rarely came, we developed a proposal to provide them with a combination of in-home services and Center-based programming with high-interest activities. The proposal was funded jointly by the City and the United Way and began in July. Called Young Adult Moms, YAMs for short, it has been very successful in maintaining interest and attendance among the nine 18 to 25 year olds that it currently serves. Each week, each family receives a home visit, most often planned to introduce a parent-child activity. Once a week a drop-in (now more accurately termed drive-in because transportation is provided) session is held in the parent room, with food and activities such as craft-making, cooking classes, sessions on first aid and money management.

THE VOLUNTEER PROGRAM continues to provide the valuable commitment and skills needed to augment our busy staff in carrying out Center goals. On average, a total of 122 hours are volunteered each month.

46 were parent participants, whose activities included acting as receptionists, staffing craft sessions, bringing food for programs, assisting in the 2,000 letter annual appeal. The parents volunteered a total of 643 hours and received a total of 88 1/2 hours of training.

62 volunteers from the board and wider community are playing an increasingly vital role in the Center's life. 16 women from a nearby church are regularly serving as child care aides. On an almost daily basis, their presence allows us to safely care for the wide diversity of developmental stages and ages that our child care program serves. They also assisted in our annual appeal campaign. 8 women from a suburban church prepared and served food for the Fashion Show luncheon.

SELF-HELP COUNSELING was provided to 100 persons for a total of 535 hours during the year. The focus of these individual sessions is to teach problem-solving and advocacy skills.

JOB SKILLS PROJECT: in its second year, this project started with a four-week course in October and has continued with 4 parents enrolled in a Job Club. Each has been placed, trained and paid to participate in one of the peer outreach projects. Future paid placement options are: working part-time in another agency; working part-time in a business. 2 of the current participants need and want GED tutoring, a goal we are supporting by helping them enroll and stay in the most appropriate program for their needs. Xerox has made a two-year commitment to this new program. We are seeking other corporate commitments.

EARLY CHILDHOOD PROGRAM (Respite Care): 116 children were enrolled in two hour sessions, usually attending once a week. 6 months - 2 1/2 year olds come in the mornings, 2 1/2 through 4 year olds come in the afternoons. The focus of this program is to provide a nurturing environment, rich in positive interactions with skilled, caring adults with many opportunities for shared play with other children. We contract with the Hearing and Speech Center for screening children who staff feel may be experiencing developmental delays or hearing problems. The consultant tests the child and meets with the parent to discuss possible corrective actions.

PROGRAM CHILD CARE: 252 (!) children were cared for while their parents attended classes, courses, training and visiting for outreach projects, volunteering and counseling sessions, and the Job Skills Club. This is our "growth" area, especially with the addition of the YAMs children. It is clearly the support service that makes Center programming successful.

SEXUALITY EDUCATION PROJECT: The fourth year of this innovative project began in August. The course has been successfully adapted into four individual workshops geared to lower reading levels. Since August, workshop attendance has exceeded 300 persons in such diverse sites as the county jail, schools, foster parent support groups and day care centers. Materials for the workshops have been translated into Spanish for use at sites convenient to Hispanic families. Workshops are also being given to professionals to assist them in working more effectively with children and families.

EVALUATION: We are continuing to use several methods to get feedback from parents: post course and project surveys and the new marketing-research survey developed last year. We also meet with the Parent Advisory Committee 4 times a year for a

review of past programs and recommendations for future ones.

Results continue to be very positive from all sources. Suggestions for changes help determine program design and improvement.

ADMINISTRATIVE OVERVIEW

TARGET POPULATION:
273 FAMILIES
615 PEOPLE

342 from SINGLE-PARENT FAMILIES:

	Male	Female	Total
Bi-Racial	11	8	19
Black	40	133	173
Hispanic	12	34	46
White	31	73	104
Total	94	248	342

273 from MARRIED-PARENT FAMILIES:

	Male	Female	Total
Asian	1	2	3
Bi-Racial	4	9	13
Black	23	32	55
Hispanic	5	15	20
White	65	113	178
Other	2	2	4
Total	100	173	273

AGES:

0-5	240
6-12	82
13-17	19
18-25	68
26-35	134
36-45	64
46+	8
Total	615

STAFFING: there are currently 15 paid staff members. Four are full-time; the director, program coordinator, YAMs coordinator and secretary. Eleven have part-time positions that range from 30 to 10 hours a week: the child care coordinator, her 2 assistants and an aide, the volunteer coordinator, counselor, bookkeeper, outreach worker, development consultant, sexuality education coordinator and maintenance person.

Staff training remains a high priority: staff meets bi-monthly for indepth staff development sessions. The child care staff meets monthly for on-going training. Weekly staff meetings assure open communication, careful planning of Center-wide events, and coordination of the Center's wide range of activities.

Staffing remains stable and the ethnic mix is five blacks, two Hispanic, eight whites, a very appropriate profile for this neighborhood.

BUDGET: The budget for 1989 was $250,000. Major sources of funds were state grants through the Children's Trust Fund; the Governor's Teen Pregnancy Initiative, and a Special Legislative grant secured by David Gantt. Local funds came from many sources including 2 joint grants from the United Way and the City of Rochester. Churches, businesses and individuals also were significant sources of funds.

The board continues to target major corporations for funds: Xerox made a $12,000 commitment for Job Skills in 1989 and 1990; Bausch and Lomb contributed $1,000; Wegman's Corporation $4,000, Citibank $3,100.

Foundation contributions included $5,000 from the Golisano Foundation, Monroe Foundation $3,000, Rochester Area Foundation $10,000; the Willmott Foundation $3,000; Daisy Marquis Jones $10,000, the Lillian Hirt Alexander Foundation $11,100.

The assistance of the fundraising consultant has been especially felt in the successful annual appeal mailing which resulted in a 30% increase this year. She also has provided major assistance to board fund raising activities as well as drafting proposals.

BOARD OF DIRECTORS: The Center's board is a vital element in WAFRC's continued survival and success. The 25 board members committed hundreds of hours of work and thousands of dollars toward the Center's program. The Fundraising/Development Committee oversaw the financial and fundraising aspects; the Personnel Committee completed a revision of personnel policies; the Program Committee assisted in many Center events and began a review of all program components. The board again sponsored a Friday evening performance of the Nutcracker Suite at the Eastman

Theater, as well as an August RPO concert featuring Dizzy Gillespie. A garage sale was held at a nearby church, with many neighborhood families benefitting.

SITE: Our "new" building continues to be very satisfactory in design and functioning, with only one problem. We have already outgrown it! In August we rented a single storefront 1/2 block from the Center, made a cosmetic transformation, with fresh paint and donated carpeting, moved our Parent Room furniture in and Behold! we had a most adequate and attractive room. Inconvenient as it is, especially in winter when we carry program supplies and tables and chairs over icy sidewalks, it is much larger than the former parent room which now houses 3 staff members and all of our "stack" chairs.

Our hope and expectation is to move upstairs when the family currently occupying the apartment moves.

REPLICATION: We continue to play an important role as a model program, responding to requests for information in writing, over the telephone and during site visits. Requests came from groups in the U.S., Holland and South Africa. Visitors came from Albion and Syracuse, New York and North Carolina.

Locally, a new family resource center was established in the southwest area of the city and we have played a major support role in all phases of its development.

We continue to support the Family Place in the city's northwest section through technical assistance, board membership and participation in long range planning.

RECOGNITION: The Center received the Ames-Amazalak award from the Rochester Area Foundation and the designation of "An Example of Excellence in Preventive Programming" by the American Association for Protecting Children.

The director was invited to Minneapolis as one of 4 family support program directors who were asked to share their experiences in developing and administering these programs. There is a growing interest in establishing a state-wide network of similar programs there. Would this were true of New York State!

PROBLEM AREAS:

Transportation: the major challenge that we currently face is providing the transportation needed to maintain attendance among the increased number of low income women who need help in bringing their preschool children to the Center.

This need can only satisfactorily be met through purchase of a van of our own. We are currently renting a van for several mornings a week and supplementing that with staff automobiles. Some days we have 4 or 5 cars going out at once or several cars going out twice. Funds will be sought to purchase a 12 passenger van.

Space: with the increase in staff and programming, we are constantly planning and negotiating to make the most efficient use of available space, with meetings sometimes occurring in the kitchen. We will also be seeking funds for renovation of the upstairs apartment, which we hope will be available in June.

[redacted] AVENUE FAMILY RESOURCE CENTER

INCOME AND EXPENDITURES

January 1, 1989 - December 1, 1989

INCOME			
GOVERNMENT:			
City(Community Development Funds)	12,937.00		
City (Y.A.M.S.)	4,351.00		
State: Children's Trust Fund	18,650.00		
State: Special Legislative Grant	30,785.00		
State: Teen Sexuality	16,129.00		
		82,852.00	
CORPORATE:			
Whistle Enterprises	1,160.00		
Bausch and Lomb	1,000.00		
Arthur Andersen	2,500.00		
Wegman's	4,000.00		
Citibank	3,100.00		
A.M.S.A.	500.00		
Xerox	6,000.00		
Norstar Trust	100.00		
Lawyers Co.	300.00		
		18,660.00	
FOUNDATIONS:			
Rochester Area Foundation	11,700.00		
B. Thomas Golisano	5,000.00		
Wilmot Foundation	3,000.00		
Daisy Marquis Jones	10,000.00		
Ruth M. Knight	100.00		
Lillian Hirt Alexander Foundation	9,100.00		
Peter Castle Memorial Fund	1,000.00		
		41,900.00	
OTHER			
Churches	14,581.00		
Civic (Roch. Female Charitable Soc.)	500.00		
Civic (Masonic Service Bureau)	1,000.00		
Civic (Other)	544.00		
Fundraising	10,832.00		
Individuals	5,927.00		
United Way (Alloc.)	32,668.00		
United Way (Grant '89)	18,750.00		
Misc. Income	800.00		
Child Care Fees	852.00		
Interest (Savings Acct.)	1,049.00		
		87,503.00	
Carry over from 1988			230,915.00
			20,480.00
			251,395.00
EXPENDITURES:			
Personnel	169,963.00		
Professional & Contract Services	22,681.00		
Travel/Conference	1,264.00		
Rent	9,925.00		
Gas & Electric	3,144.00		
Telephone	1,538.00		
Postage	2,010.00		
Supplies	6,250.00		
Equipment Purchase	2,985.00		
Publicity	1,774.00		
Fundraising	1,046.00		
Building Maintenance	1,034.00		
Insurance	1,580.00		
Other Costs	1,930.00		
Carry over to January 1990			227,124.00
			24,271.00
			251,395.00

These are the 1989 calendar year figures, which are not audited at this point. Audit for fiscal year, ending March 31, 1989 is available upon request.

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